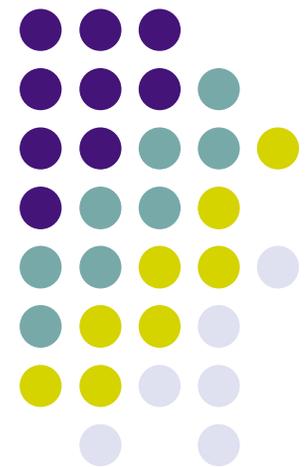


# Who We Are (Experts) and our Understandings

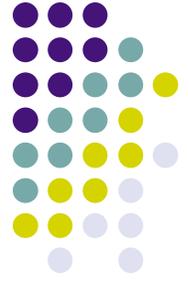
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July 2006

Mark Radonich  
Cultural Effect Consulting  
206.669.5560



# Who we are....Biased?



“There are no neutral ways to present information.”

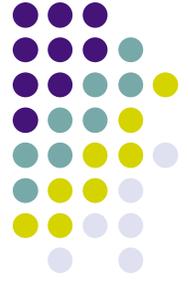
- Dr. Baruch Fischhoff, Carnegie Mellon University

# Communicate with Others



How do I deal with my scientific/technical expertise?

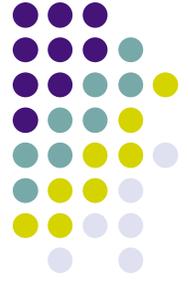
# Why Bother?



Your ability to *effectively* perform will relate to how well you reassure, inform, and serve patients, your public, or your customers.

Promote wider understandings! Git 'er done.

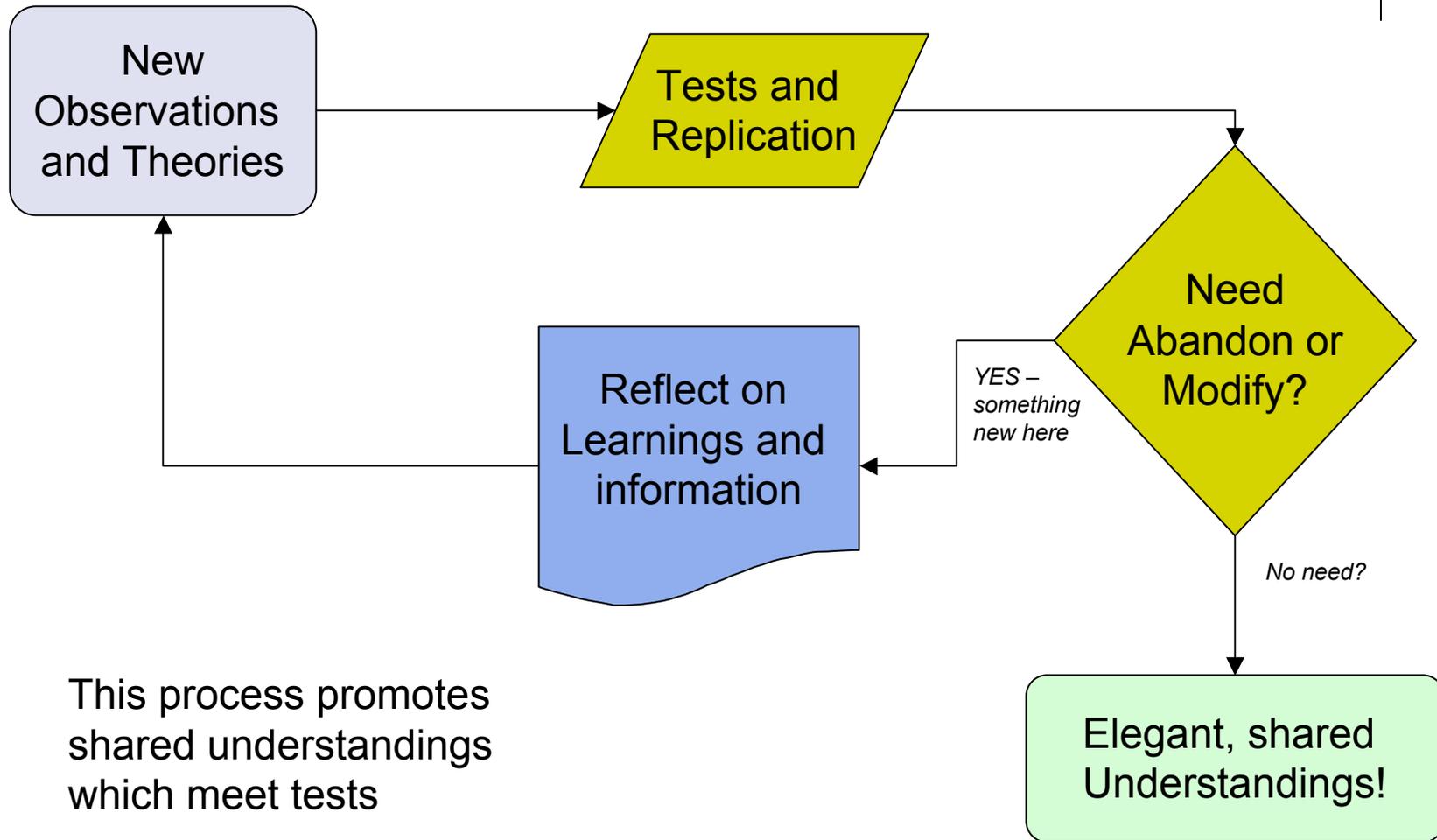
# A definition of science that I like...



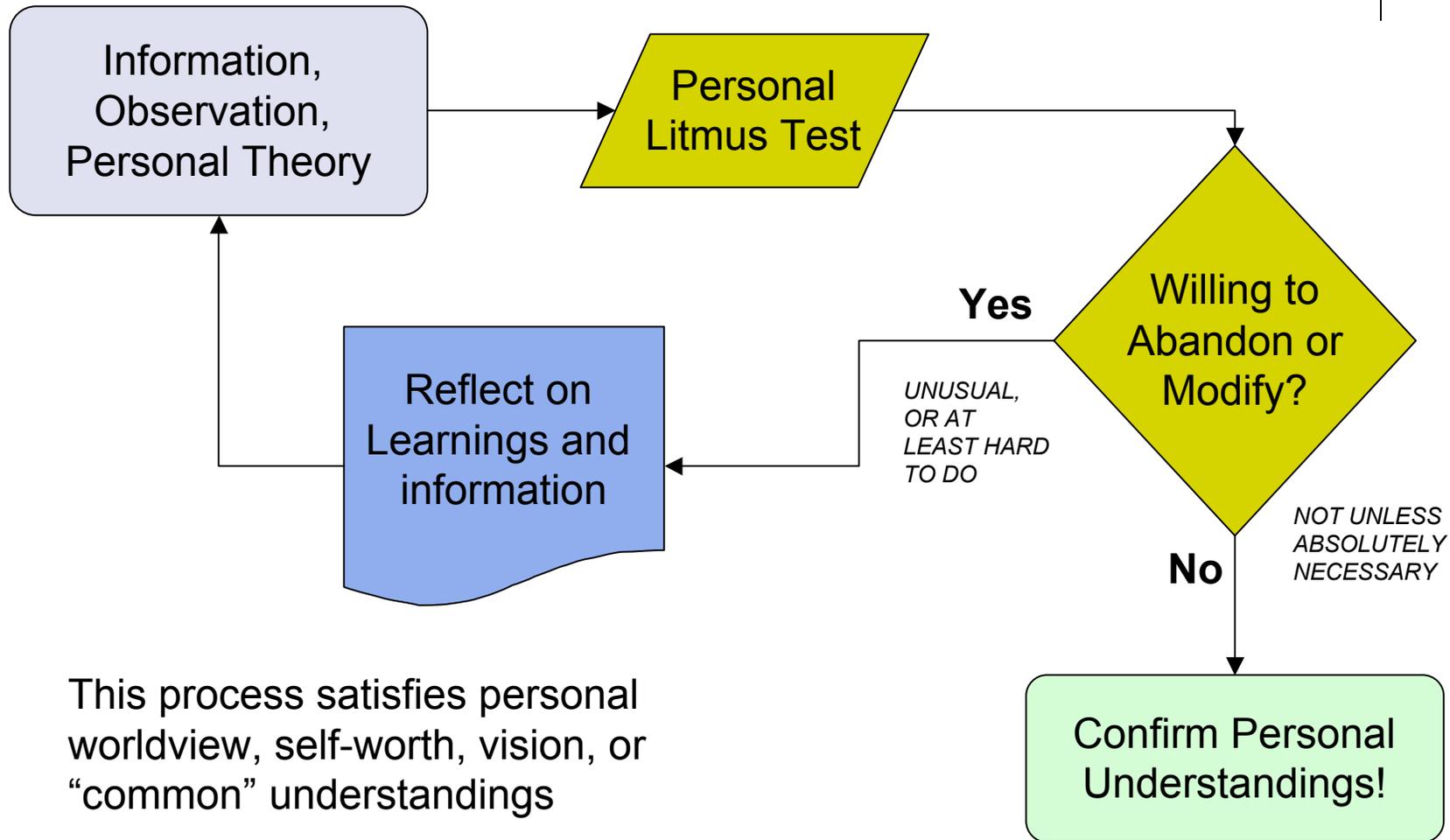
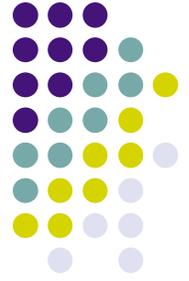
“The systematic enterprise of gathering knowledge about the world and organizing and condensing that knowledge into testable laws and theories.”

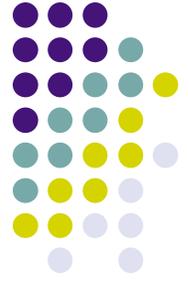
-E.O. Wilson, in *Consilience: The Unity of Knowledge*

# The flow of scientific understanding?



# “Other Ways” of knowing



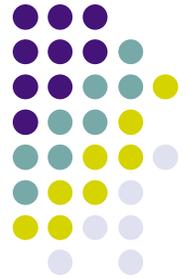
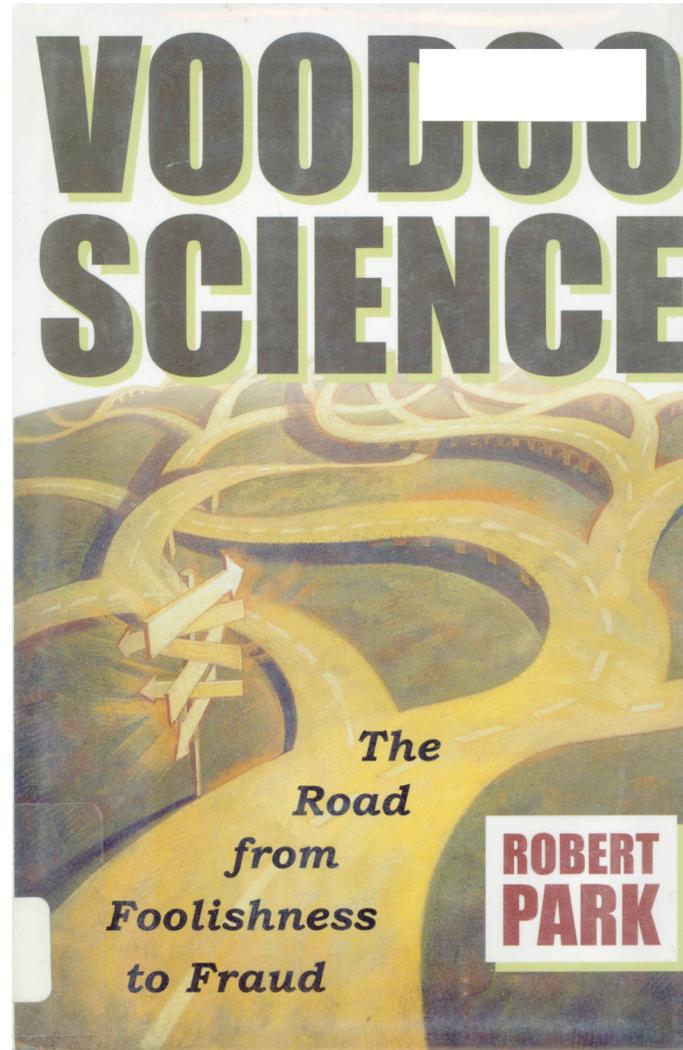


# The Power of Belief

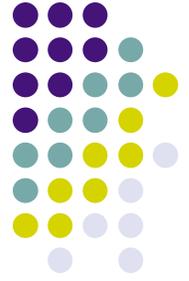
- We ALL have Pattern Recognition Equipment
- Recognizing Patterns + Accumulated Observations = Science
- Recognizing Patterns + Personal Observations/Biases = personal knowing

The only “model” difference is “*trusting and using the prescribed filter*”

**Dr. Robert  
Park – and his  
description of  
“The Belief  
Engine” in...**



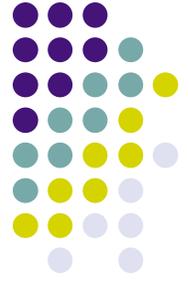
# Science in our Culture includes....



- Junk Science
- Pathological Science
- Pseudoscience

# Junk Science

*-Dr. Robert Park*



“Tortured theories intended to befuddle jurists or lawmakers. What **could be so**, with little evidence to prove that it is so.”

Example: EMF power lines – how else to explain clusters?

*Hard to “prove” a negative....*

# Pathological Science

-Dr. Robert Park



“..in which scientists manage to fool themselves.”

Examples: cold fusion (1989 claims)

# Pseudoscience

*-Dr. Robert Park*



Whereby... (paraphrased)

There is no (scientific) evidence at all....beliefs are dressed in the language and symbols of science - and the practitioners may believe it to be science.

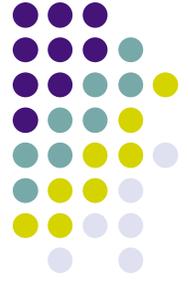
Relies on “uncertainty” for its credibility

# The EXPERT Challenge



To effectively communicate you must know everything relevant, but provide only the information that helps.

*So, how do I know what's relevant and what helps?*



## Challenge, II

Knowing everything relevant = expert

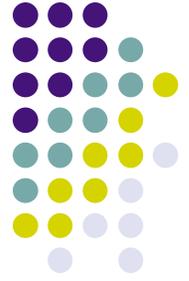
Prepare yourself.

Provide only helpful information = up to you,  
the situation, and feedback received

Collaborate.

Enable two-way learning.

# The Breadth of Expertise



A person with a solid understanding of:

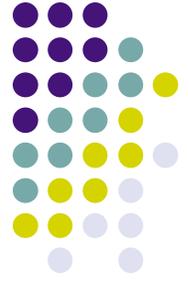
- The expected range of questions/behavior
- What to do when out of the expected range
- The basis for the protocol, process, or chain of events, even if involved in a small part
- What is the goal of the current step/issue, and how it's going so far
- The applied wisdom to keep us SAFE.

# What do Experts have?



- Credibility
- Trust
- Familiarity
- Access
- Responsiveness
- Etc.....

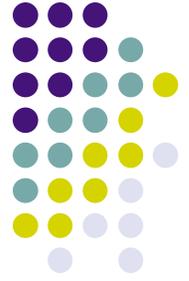
# *Helpful Information* Approaches



Tell a personal story

Give good customer service

Inquire for clarity and Embedded Question(s)



# “Customer Service?!?”

*Inquire, listen, refer, include, reveal, take initiative*

*Ask what they'd like to know vs. what you want them to know or what you think they should know*

So that whomever you are dealing with is:

- Satisfied
- Cooperative
- Demonstrating understanding
- Stopping/slowing questioning

# *Helpful Info Guide*



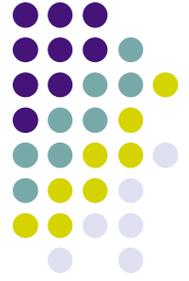
## PITFALLS

-  Impatience
-  Jargon
-  Dismissal
-  The Expert Ego

## CONSIDERATION

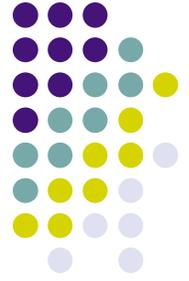
-  Take your time
-  Use general descriptions
-  Few crazies
-  Be willing to say “I don’t know” and don’t speculate

# Ultimate Embedded Question:



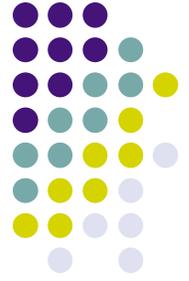
*Am I safe?*

# Ultimate Answer



 YES.

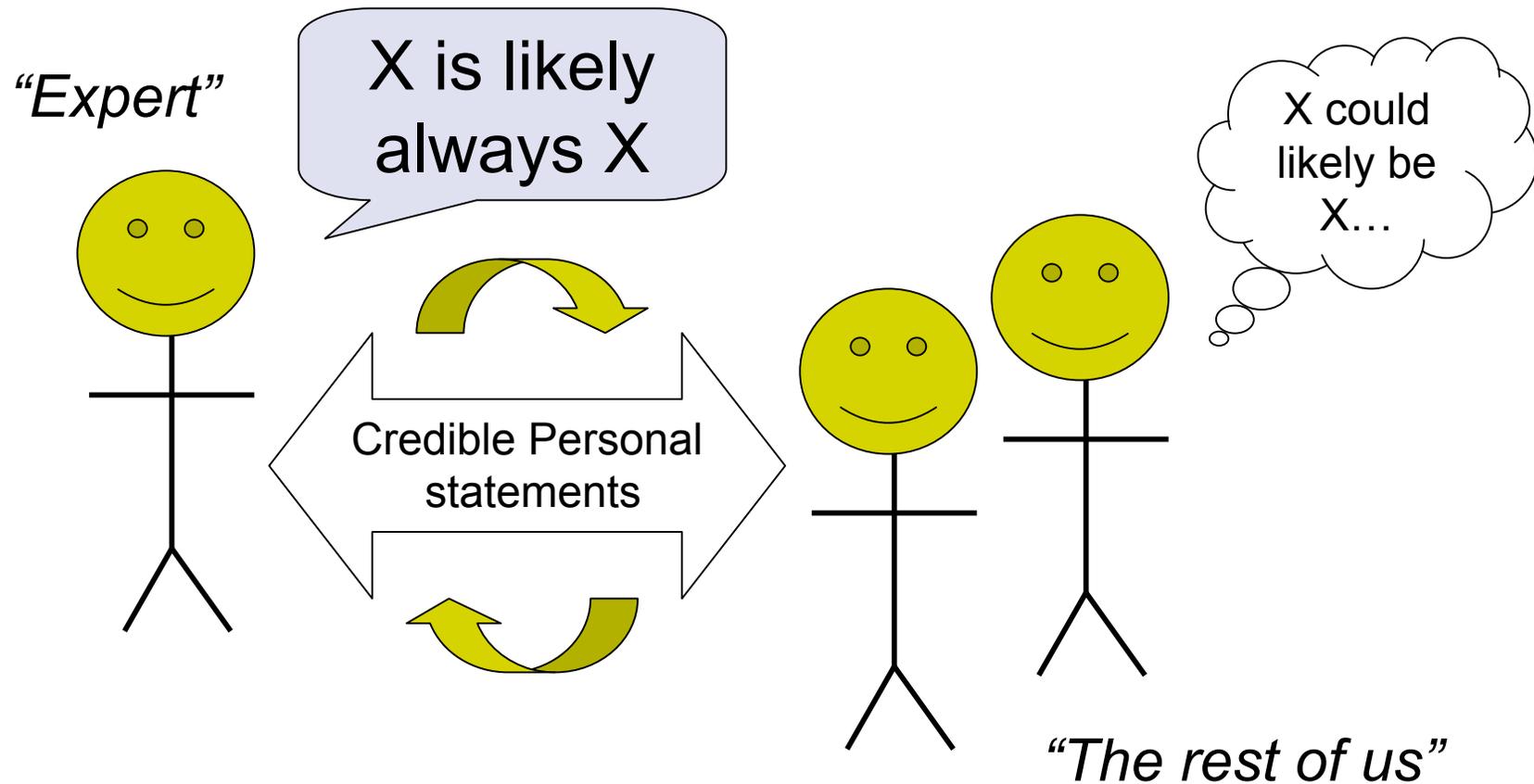
 We don't know yet (but we're going to find out).



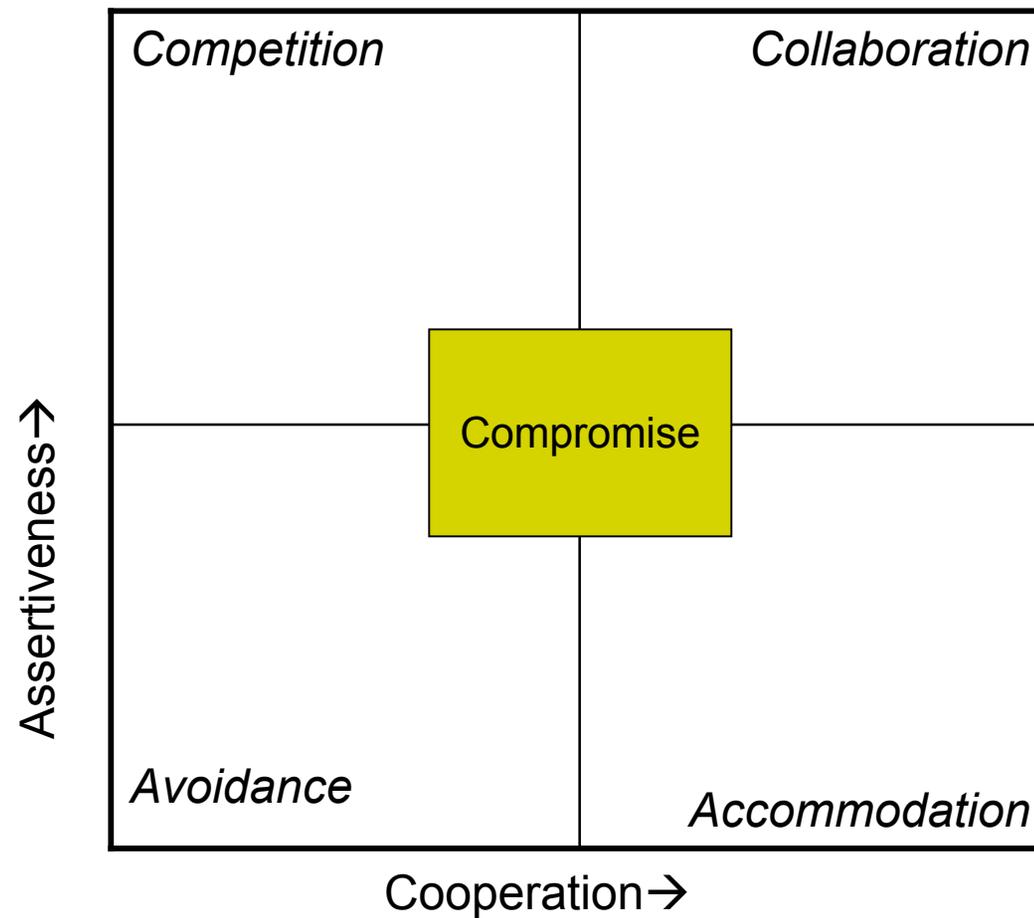
# Expert Model Summary

- You are the expert (easy part)
- Develop a personal approach (hard part)
- Be flexible and responsive (collaborate – the hardest part)

# Enlightened “Expert” Risk Communication Model

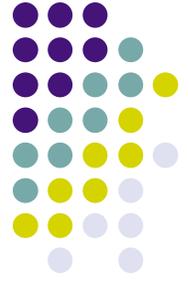


# Communications Conflict Resolution Model



-Kenneth Thomas, "Conflict and Conflict Management", from the Handbook of Industrial and Organizational Psychology

# COLLABORATION



- Appropriately used:

People are committed to a shared outcome.

High understanding needed.

Win/win is desired.

- Not Appropriate?

Solution not desired – people are not committed.

Not enough time/energy

# Sandman's Four Stages of Risk Communication?

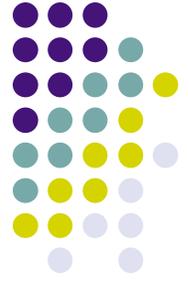


Relate to stages of Conflict Resolution:

-  Stonewall Stage
-  Missionary Stage
-  Dialogue Stage
-  Organizational Stage

Dr Peter Sandman, 1991

# My humble Fifth (and most productive) RC stage:



Organization (internal communication) does not imply collaboration – it could be compromise!

What's wrong with compromise?